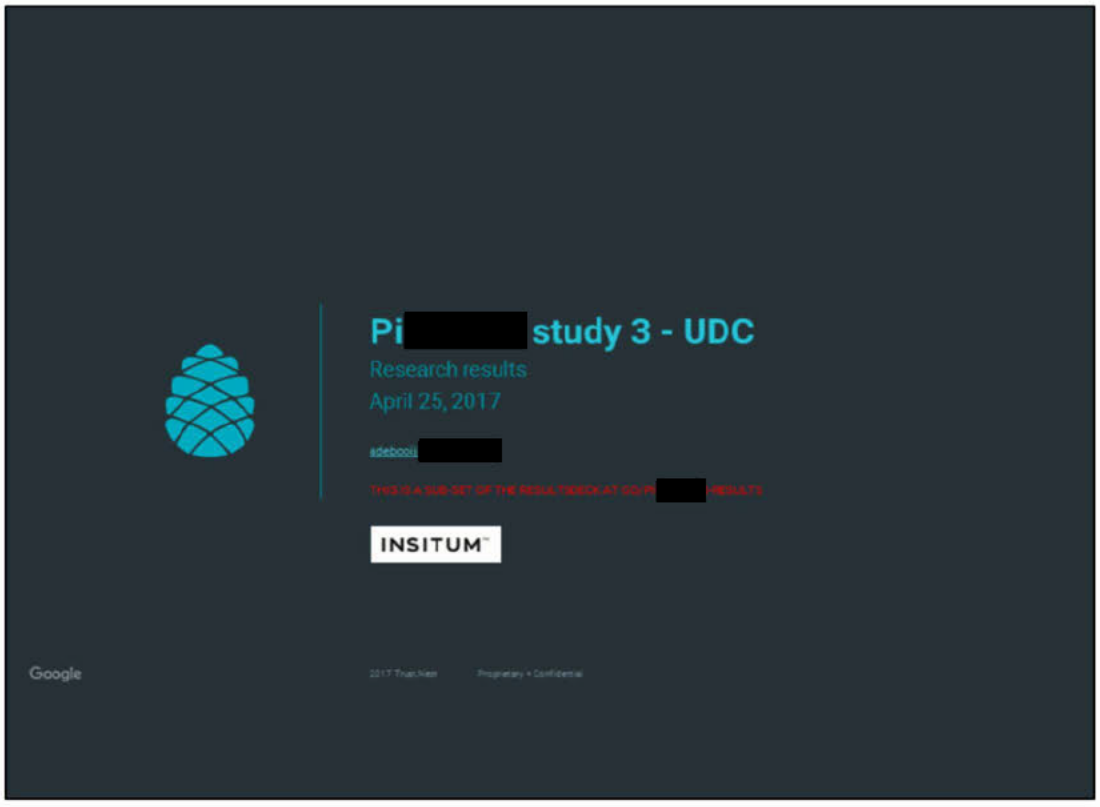
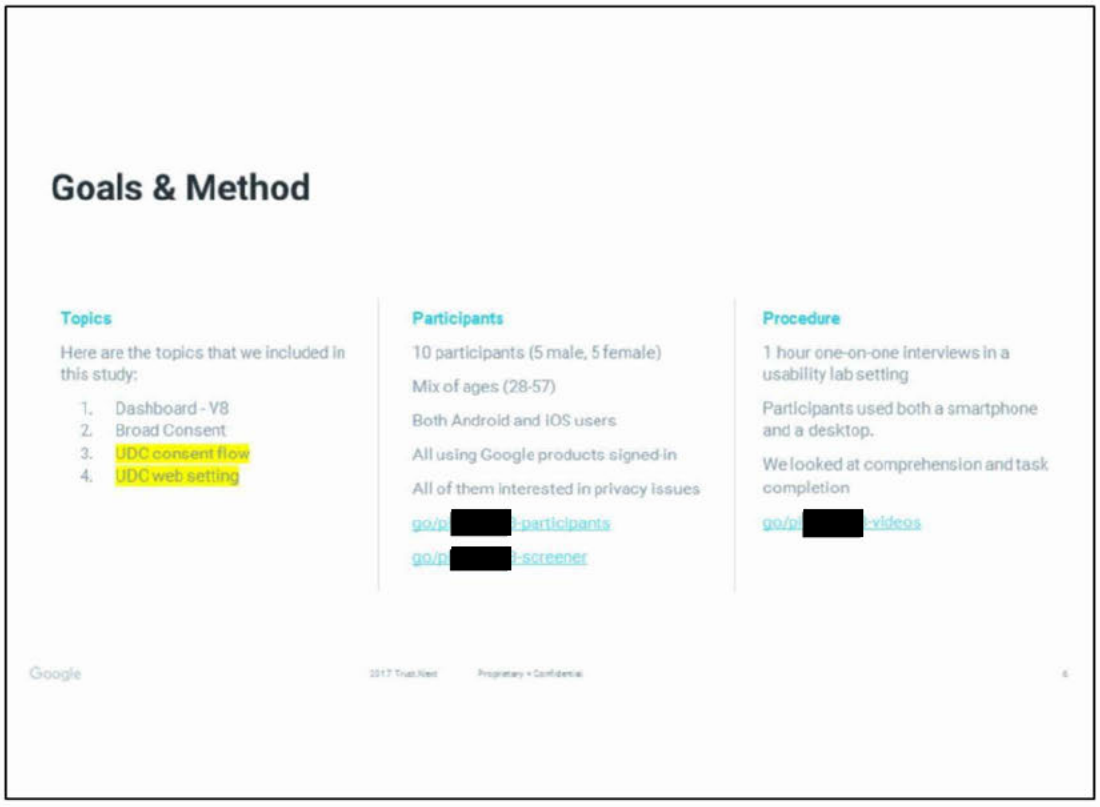
Exhibit 23
to Mao Declaration ISO Plaintiffs' Motion for Leave to Amend Complaint

Public Redacted Version


Pi [redacted] study 3 - UDC
Research results
April 25, 2017
adeboni [redacted]
INSITUM
Google



Goals & Method

Topics

Here are the topics that we included in this study:

1. Dashboard - V8
2. Broad Consent
3. UDC consent flow
4. UDC web setting

Participants

10 participants (5 male, 5 female)

Mix of ages (28-57)

Both Android and iOS users

All using Google products signed-in

All of them interested in privacy issues

go/p[redacted]-participants

go/p[redacted]-screener

Procedure

1 hour one-on-one interviews in a usability lab setting

Participants used both a smartphone and a desktop.

We looked at comprehension and task completion

go/p[redacted]-videos

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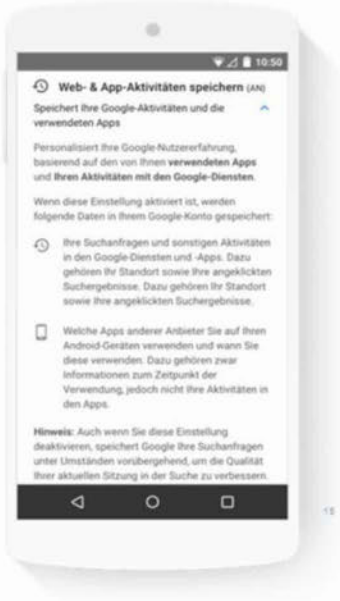
The effect of the activation of the Web & App Activity is not well understood.

Result	Analysis	Recommendation
6/10 understand if you turn ON the setting, your activity in this app as well as on other Google apps and services will be stored. **1/10** understands if you turn ON the setting, your stored activity will be used to personalize your experience in this app as well as other Google apps and services **2/10** understand if you turn OFF this setting, no new activity will be recorded AND associated with your account	Participants understand that activating the setting will store their data, but not how this will affect their experience. One person mentions that it will influence the types of ads they will see. The explanatory text states that it will affect the user experience, but not how.	Be more explicit of the effects of activation / deactivation. Use simple language. Also, User Experience ('Nutzererfahrung') may not be a word that everybody understands. http://b/37733630



Try and add severity =